



## Using social media for advocacy



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## Same as normal advocacy

- Be respectful
- Be concise
- Be credible
- and have the right zip code

# Types of social media advocacy

- Congress
- Local
- Agencies and departments
- News outlets
- Friends and family

## Your account

- Have a complete profile with picture (of you)
- Be active on the platform
- Geographic and professional cues

# Find your target

- <https://www.usa.gov/elected-officials>
- Official vs. campaign
- Look for responsive accounts
- Journalists
- Communications staff
- Personal accounts

# Write your post

- Follow the letter formula
  - Issue
  - Why important to you
  - Why important to constituents
  - Why listen to me
- What + Geography/Professional + Target Handle
- Look at what gets retweeted or favorited
- Don't be a troll

## **Connect with Patrick Benko**

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